

18 October 2021

THG PLC

**Removal of the Special Share
and
Commitment to apply to the Premium Segment of the Main Market in 2022**

Special Share removal & application to the Premium Segment of the Main Market

THG PLC ("THG or the "Group") announces that Matthew Moulding, CEO, in furtherance of good corporate governance, has confirmed his intention to cancel his Special Share rights. This cancellation will facilitate the Group's application to step-up to the Premium segment of the Main Market of the London Stock Exchange in 2022.

Features of a Premium Listing for consideration by shareholders include:

- the opportunity to vote on any future material acquisitions in accordance with Chapter 10 of the Listing Rules;
- the Group will be required to comply with the requirements of Chapter 11 of the Listing Rules relating to the announcement and, in some cases, the approval, of related party transactions (as defined in the Listing Rules); and
- a Premium Listing will permit THG to gain UK FTSE indexation.

While the Group currently complies with many aspects of the UK Corporate Governance Code published by the Financial Reporting Council, THG's Board intends to undertake a further review of its corporate governance arrangements in conjunction with its application to step-up to a Premium Listing.

Matthew Moulding, CEO, commented:

"After the anniversary of our 2020 listing we feel that the time is right to make this next step and apply to the Premium segment in 2022, thereby continuing the development of THG as we endeavour to deliver our strategy for the benefit of our shareholders, key stakeholders and employees."

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Notes to editors

THG (www.thg.com) is a vertically integrated, digital-first consumer brands group, retailing its own brands in beauty and nutrition, plus third-party brands, via its proprietary, end-to-end, e-commerce technology, infrastructure and brand-building platform (THG Ingenuity) to an online and global customer base. THG's business is operated through the following businesses:

THG Ingenuity: Ingenuity Commerce provides an end-to-end direct-to-consumer e-commerce solution for consumer brand owners under 'Software as a Service' (SaaS) licences. The wider

Ingenuity division provides stand-alone digital services, including hosting, studio content, translation services and beauty product development and manufacturing.

THG Beauty: The globally pre-eminent digital-first brand owner, retailer and manufacturer in the prestige beauty market, combining its prestige portfolio of eight owned brands across skincare, haircare and cosmetics, the provision of a global route to market for over 1,000 third-party beauty brands through its portfolio of websites, including Lookfantastic, Dermstore, Cult Beauty and Mankind and the beauty subscription box brand GLOSSYBOX.

THG Nutrition: A group of digital-first Nutrition brands, which includes the world's largest online sports nutrition brand Myprotein, and its family brands (Myvegan, Myvitamins, MP Clothing and Myprotein Pro), with a vertically integrated business model, supported by six THG production facilities.

THG OnDemand: Personalisation and customisation is a key offering within THG OnDemand, enabling brands to offer unique products to a vast range of consumers across THG's global territories through websites including Zavvi, IWOOT and Pop in a Box.

Other: Luxury D2C websites including Coggles, AllSole and MyBag, in addition to THG Experience. The latter comprises prestige events locations at Hale Country Club & Spa, King Street Townhouse Hotel and Great John Street Hotel, providing deeply experiential brand building environments, most notably in support of THG Society, the Group's proprietary influencer marketing platform.

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